**Student Name: Finlay Lambert**

**Project No. and Title:**  Project 3 YouTube

**Units Covered:**

Unit 3 introduction to professional practice in creative media production. Unit 6 investigating visual production and technology

**Overall Grade:**

**Assessors:** Kulvinder Reehal, Paul Holmes, Karl Sherwin, Lewis Blofeld

**Date: 29/02/2024**

Unit 7 Investigating interactive production and technology

**Exemplification for UAL Awarding Body Grade Criteria – Level 3**

This guide is to be used in conjunction with the assessment and grading criteria for UAL Awarding Body qualifications at Level 3.

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|  | **Referral**  Work submitted fails to meet one or more of the assessment criteria and is  of a poor standard | **Satisfactory**  Work submitted meets all of the assessment criteria and is of a satisfactory standard | **Good**  Work submitted meets all assessment criteria and is of a high standard | **Excellent**  Work submitted meets all assessment criteria and is of a very high standard |
| **Context** | Limited understanding of subject context, lacking clarity in aims and purpose. | Understanding of subject context used appropriately to make judgments, describe aims and clarify purpose. | Good understanding and knowledge of subject context used to make sound judgments, articulate ambitions and clarify purpose. | Comprehensive understanding and knowledge of subject context used to communicate complex concepts, articulate ambitions and clarify purpose. |
| **Research** | Little or no evidence presented or information does not relate sufficiently to task. | Sufficient relevant information has been gathered, documented and used in the development of ideas. | Thorough and sustained research and investigation of relevant sources, interpretation and synthesis of information used to inform, support and develop ideas. | Independently identified, thorough and sustained research and investigation of a range of relevant sources, insightful interpretation and synthesis of information used to inform, support and develop ideas. |
| **Practical skills** | Limited range of processes demonstrated, judgement and execution of techniques is poor. | Adequate range of processes, skills and knowledge demonstrated. Competent execution and application of techniques used to develop ideas. | Consistent and appropriate processes, skills and knowledge applied to extend enquiry and develop creative solutions. | In depth understanding and aesthetic awareness, imaginative and flexible processes, skills and knowledge applied in extensive enquiry to develop creative solutions. |
| **Evaluation and reflection** | Insufficient evidence of ongoing evaluation, lack of or only basic analysis and little or no justification for ideas. | Clearly communicated evidence of valid evaluation and realistic analysis independently used to inform and develop ideas. | Effective communication of analysis and interpretation, independent synthesis of information and application of reasoned decision making to inform development of ideas. | Accomplished and professional communication of perceptive analysis and interpretation, demonstrating clarity and sophistication in thinking and maturity in decision making to progress ideas. |

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| **Comments:**  Finlay, the work submitted meets the assessment criteria and is a .  **Context –** Your contextual work demonstrates a basic understanding of YouTube as a media outlet and you have identified key factors of importance to YouTube consumers and creators but this level of detail is quite low and could be improved with better research skills, especially in Harvard referencing.  **Research –** You have provided a brief overview of some YouTubers and explained some of the main facts about YouTube but you have not accurately referenced these and it is not clear what is your work and what has been copied from the internet. Remember your research from the internet should inform your own understanding but if it is not referenced it is not clear what is your work and what is not. r  **Practical skills –**  You have provided very brief pre-production evidence, this is essential to demonstrate you are well organized and planned to achieve the best quality takes of your shoot. The lack of Preproduction highlights your lack of preparation.  Where is the final YouTube video? No evidence provided of the video or post-production.  **Evaluation and Reflection –** You have not provided a final evaluation.  **Overall Conclusion – Please complete all work before the deadline.** |